

Store Hours, 9 to 5:30
 Piano Store Open Till 9 P. M.
 Enter at 9th Street Door

GIMBEL BROTHERS

MARKET · CHESTNUT · 8 · EIGHTH · NINTH
 For Monday

Saturday, October 30, 1920

Buy now—pay in January. Bill for November purchases will be sent December 1st for comparison, but payment can be made in January.

GIMBEL ADJUSTMENT SALE—Bringing Prices Back to Earth

You have had to pay too high prices—prices based on the war-emergency conduct of business. And things grew worse and worse—not so much from further advances, but because you were sick of the whole proposition and because the relief of some moderate prices vanished when those old goods sold out.

Every storekeeper knew you were right.

Every manufacturer knew it, too—but his lot was hardest of all. He had

We Shall Fight Harder Than Ever in the Customer's Interest

These are the words of calmness; the expression of determined purpose. We have the goods here to fulfill our promises.

Gimbel Prices Will Be Much the Lowest on All Goods

Shop. Compare. Study fashions ever so hard—serve your own interests. Don't be satisfied with the statement that prices are coming down.

felt constrained to collect materials; was loaded with them.

And at last it became time to take full, big doses of the "Progress" medicine that only can lead business through hard conditions to new stability.

All preliminary efforts of past months had done nothing constructive; had operated chiefly on lots of goods already made up.

The coming of the big-change season offered vital, big opportunity—and

Always the Gimbel Store has given best values—take the Store through—because our business methods gathered goods at best values. Just now—

Prices are down—at Gimbels.

Adjustment Sale of Women's and Misses' Dresses

Dress-Manufacturers' "Adjust Stocks"—Great Dress Goods Mills Contribute Their Quota—Silk-Buying During the Recent Flurry—And Gimbel Three-Store Buying-Power—All These Causes Produced These 1225 Dresses

At \$28 and \$48

—Mostly Half-Price

Every fashionable fabric from tricotines and serges up to silk-duvetyns and chiffon-velvets and thread-laces.

Mostly browns and blues and black—though here and there is a brilliant, jewel-glowing "American beauty" velvet—or a brilliant Suchow blue duvetyn. Or tricotine is embroidered from its wonderful new neck-line to its smartly-turned hem—with iridescent beads, or with gay-color wools or with silk worked motifs dotted on, in Chinese fashion.

Dinner Gowns—Street Gowns—Afternoon Dresses—Evening Dresses—And Plenty of the New Practical-Dressy Models That Give Service For Almost Any Hour

The Misses' Models created by famous designers of only misses' included.

The Women's Models mostly reproduce—or adapt—imports, although there are some models from the cleverest American designers.

And the extra-size models come only in extra sizes—not larger-size editions of smaller size styles!

The Fashionable Fabrics at \$48

Chiffon-velvets—black, brown or American beauty. Duvetyns—in glorious nut-browns and beavers and brilliant blues. Tricotines—best grades! Blues—some browns.

Satins—including plenty of "crepe-backs." Mostly browns, blues, blacks. Thread-laces—browns and blacks. Made over satin to match.

The Fashionable Fabrics at \$28

Blue Tricotines—grades that go into triple-the-price dresses. Beaded, braided, embroidered, color-smartened.

Blue Serges—embroidered or pleated. Embroidered Jerseys—"high" shades and beavers. Crepes de Chine—beaded, perhaps; draped, per-

haps. Or embroidered in the famous "carpet wool." Satins—beaded, ribbon-rossetted; tinsel and orchid. Tricotines—embroidered. Velvetens—gold-touched; color-touched. Taffeta Dance Dresses—in new evening colors. —Gimbels, Salons of Dress, Third floor

In the Subway Store

2400 DRESSES

Women's and Misses'

Half-Price or Less

Six Styles in Velours

At \$11.75

Save up to \$18

Velours of a grade that usually goes into \$25 and \$30 dresses.

Six of the smartest styles of the season—with inset side-panels of deeper color; or smart pipings and facings of scarlet; or with gold touches on the flaring hip-panels; or with scallops bordering the entire sides of the skirt—with scallops-to-match on the sleeves.

Each of the six styles in each of these four fashionable colors—reindeer, brown, navy blue, Copenhagen blue. And every one with the bodice silk-lined.

Eighty-four Unique Styles

At \$20

Save up to \$49.50

Velveteens—in picture styles, with the sides ribbon-laced! Or with vest-fronts of pale-colored crepe de Chine that widen from the neck-line down to the hem of the skirt. Or with the cutest, smartest flying panels—silk-lined, mind you!

Tricotines—silk-embroidered, wool-embroidered, gold-embroidered, bead-embroidered.

Serges, Velours, Jerseys—but each a reproduction of some expensive, individual model.

Tricolettes—elaborately, heavily embroidered.

Satins—beautifully beaded. Elaborately embroidered.

Georgettes—beads, beads! And some combined with tricotine or satin. Crepes de Chine—with "carpet-wool" embroidery.

Ready—Monday Morning—9 o'clock—Subway Store



Misses' Tricotines Misses' Duvetyn Misses' Chiffon-Velvet Misses' Braided Tricotines



Velours, \$11.75 Velvetens with Flying Panels, \$20 Embroidered Satin, \$20 Duvetyn and Satin, \$20

—Gimbels, Subway Store